

Message Text

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TO AMEMBASSY BANGKOK

C O N F I D E N T I A L STATE 305403

FOR LARRY DAKS

FOLLOWING TELEGRAM FROM PEKING DATED DECEMBER 20, 1977
SENT SECSTATE WASHDC INFO HONG KONG IS REPEATED TO YOU: QUOTE

C O N F I D E N T I A L PEKING 2980

FOR EA/PRCM; CU/EA

ALSO PASS USIA FOR IEA

HONG KONG FOR USIS

E.O. 11652: GDS

TAGS: CH, US, SCUL, SOPH

SUBJ: USIS RELATED ACTIVITIES IN THE PRC

1. SUMMARY: WITH THE CURRENT ATTENTION TO REORDERING
EDUCATIONAL PRIORITIES IN THE PRC, WE ARE FINDING THAT PRC
INSTITUTIONS AND TEACHERS ARE BECOMING INCREASINGLY RECEP-
TIVE TO USIA PROVIDED TEACHING MATERIALS, FILMS, VIDEOTAPES,
AND EVEN BOOK EXHIBITS. THE MOST DRAMATIC EXPANSION HAS
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BEEN IN THE AMOUNT OF ENGLISH LANGUAGE TEACHING MATERIALS
WE HAVE GIVEN TO PRC INSTITUTIONS IN PEKING AND IN THE
PROVINCES. WE FEEL THAT THE TEACHING MATERIALS ARE HAVING
A SIGNIFICANT IMPACT AND EXPECT THAT REQUESTS FOR ADDI-
TIONAL MATERIAL WILL INCREASE IN THE MONTHS AHEAD.
FOLLOWING UP ON USIS HONG KONG'S EXCELLENT SUGGESTION,
WE HAVE SUCCEEDED IN PLACING A MEDICAL BOOKS DISPLAY IN
THE BOOK EXHIBIT TO BE HELD IN CONJUNCTION WITH NEXT
SPRING'S NATIONAL SCIENCE MEETING IN PEKING. WE ARE
ALSO PROVIDING VIDEOTAPE CASSETTES OF MAJOR ADMINIS-

TRATION POLICY STATEMENTS TO THE FOREIGN MINISTRY ON A REGULAR BASIS. RESPONSE HAS BEEN EXCELLENT AND MFA OFFICIALS HAVE EXPRESSED GRATITUDE AND HAVE INDICATED A WILLINGNESS TO CONTINUE RECEIVING VIDEOTAPES.

2. WE HAVE ALSO STARTED TO PROVIDE FILMS TO OUR CONTACT FOR SCREENING AT THE PEKING FOREIGN LANGUAGES INSTITUTE. FILMS SHOULD BE SHOWN SHORTLY AND IF THEY ARE WELL RECEIVED, WE PLAN TO DO MORE WORK IN THIS AREA AS WELL. USLO HAS ALSO PLACED A LARGE ORDER FOR CALENDARS AND OTHER ITEMS FOR HOLIDAY PRESENTATION, PRIMARILY TO PRC OFFICIALS AND INSTITUTIONS. IN SHORT, THERE IS A TREMENDOUS LACK OF MATERIALS IN THE PRC ABOUT THE OUTSIDE WORLD IN GENERAL AND THE UNITED STATES IN PARTICULAR. USIA-PROVIDED MATERIALS HAVE BEEN MOST ENTHUSIASTICALLY RECEIVED. WE STRONGLY RECOMMEND THAT A SIGNIFICANT FINANCIAL COMMITMENT BE MADE TO OUR EXPANDING PROGRAM WHICH IS ALREADY BEGINNING TO PAY DIVIDENDS IN TERMS OF THE CHINESE PERCEPTION OF THE UNITED STATES AND GREATER USLO CONTACT WITH CHINESE ACADEMIC LIFE. END SUMMARY.

3. SINCE THE PRC LEADERSHIP HAS TAKEN A HARD LOOK AT
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THE CHINESE EDUCATION SYSTEM, THERE HAS BEEN A GREATER RECEPTIVENESS, ALBEIT TENUOUS, TO USIA-RELATED PROGRAMS AMONG PRC EDUCATION OFFICIALS. THE MOST DRAMATIC EXPANSION IN THE PAST SIX MONTHS HAS OCCURRED IN MATERIALS RELATING TO THE TEACHING OF ENGLISH AS A FOREIGN LANGUAGE. TO DATE, WE HAVE PROVIDED OR ARE ORDERING MATERIALS FOR:

-- PEKING FOREIGN LANGUAGES INSTITUTE: LAST AUGUST, USLO WAS APPROACHED BY AN AUSTRALIAN WHO TEACHES ENGLISH AT THE INSTITUTE. A LARGE ORDER WAS SUBSEQUENTLY PLACED (PEKING 1921) AND HAS BEEN GIVEN TO THE INSTITUTE. THE LARGE INFLUX OF MATERIALS HAS BEEN "ENTHUSIASTICALLY RECEIVED", ACCORDING TO THE TEACHER. BOOKS ARE BEING WIDELY CIRCULATED AND USED IN THE CLASSROOMS AND LITERALLY SCORES OF CHINESE ENGLISH-LANGUAGE TEACHERS IN THE PEKING AREA ARE VISITING THE INSTITUTE TO CONSULT THE COLLECTION. INSTITUTE OFFICIALS HAVE TOLD OUR CONTACT THAT THEY TAKE PRIDE IN THE COLLECTION AND ARE FULLY AWARE OF THE SOURCE OF THESE MATERIALS.

-- PEKING FOREIGN LANGUAGES MIDDLE SCHOOL. AN ENGLISH TEACHER AT THE MIDDLE SCHOOL HAS APPROACHED USLO FOR TEACHING MATERIALS AND WE HAVE RECENTLY MADE A REQUEST ON HIS BEHALF (PEKING 2922). THE MIDDLE SCHOOL, DESIGNED FOR SELECTED STUDENTS WITH HIGH LANGUAGE APTITUDE, IS THE PRELIMINARY TRAINING GROUND FOR FUTURE PRC INTERPRETERS AND EVEN FOREIGN SERVICE PERSONNEL. WE EXPECT MATERIALS PLACED THERE WILL BE ENTHUSIASTICALLY RECEIVED.

-- PRC BROADCAST INSTITUTE. THE BROADCAST INSTITUTE
ALSO RUNS A FOREIGN LANGUAGE T

G SECTION.

MATERIALS THAT WE HAVE PROVIDED TO THE AMERICAN TEACHER
THERE (PEKING 2739), ESPECIALLY THE PAMPHLET, "SCIENCE
AND TECHNOLOGY IN EVERYDAY LIFE", HAVE BEEN USED IN
THE CLASSROOM. STUDENTS AND TEACHERS ARE EAGERLY
ANTICIPATING THE ARRIVAL OF OTHER MATERIALS ORDERED
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(PEKING 2739).

-- NAKAI UNIVERSITY. USLO HAS BEEN APPROACHED BY A
NEW ZEALAND TEACHER, WHO IS EMPLOYED BY NANKAI UNI-
VERSITY, FOR TEACHING MATERIALS (PEKING 2915). EVEN
THOUGH HE CONDUCTS CLASSES IN PEKING, WE FEEL THAT
MATERIALS WILL EVENTUALLY REACH THE CAMPUS ONCE THE
TEACHER IS ALLOWED TO RETURN TO TIENTSIN.

-- SIAN'S CHIAOTUNG UNIVERSITY. DURING SEPTEMBER 1977
VISIT BY USLO OFFICER, OFFICIALS AT THE UNIVERSITY
EXPRESSED INTEREST IN RECEIVING ENGLISH LANGUAGE
MATERIALS. USIS CATALOGS AND 20 TITLES FROM USLO
STOCKS WERE SENT IN EARLY OCTOBER. DURING A RETURN
VISIT TO SIAN IN LATE OCTOBER, A CHINA TRAVEL SERVICE
GUIDE TOLD USLO OFFICER THAT THE UNIVERSITY WAS GRATEFUL
FOR THE MATERIALS AND INDICATED AN ORDER WOULD BE FORTH-
COMING. WE STILL HAVE NOT RECEIVED AN ORDER BUT WE
PLAN TO FOLLOW UP AND SEND OTHER TITLES.

-- SHANGHAI'S FUTAN UNIVERSITY. AUSTRALIAN ENGLISH-
LANGUAGE TEACHER APPROACHED USLO IN AUGUST ABOUT
MATERIALS. WE GAVE HIM A BROAD SELECTION OF TITLES
WE HAD ON HAND AND HAVE NOW PASSED ON MATERIALS
RECEIVED FROM USIA (PEKING 1917). STUDENTS THERE ARE
ENTHUSIASTIC ABOUT THE MATERIALS WHICH ARE BEING
USED IN THE CLASSROOM.

-- HARBIN UNIVERSITY. USLO RECEIVED AN UNSOLICITED
REQUEST FOR TEACHING MATERIALS AND INFORMATION ABOUT
THE UNITED STATES FROM AN AMERICAN TEACHER AT THE
UNIVERSITY. WE SENT USIS CATALOGS AND WE WILL SHORTLY
BE PLACING AN ORDER FOR THE UNIVERSITY. MATERIALS
ALREADY SENT FROM USLO STOCKS HAVE BEEN SPREAD AROUND
THE UNIVERSITY AND STUDENTS TOLD THE TEACHER THEY
"WANT TO LEARN MORE ABOUT THE UNITED STATES."
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-- CANTON'S SUN YAT-SEN UNIVERSITY. AN AUSTRALIAN
ENGLISH-LANGUAGE TEACHER AT THE UNIVERSITY HAS WRITTEN
USLO REQUESTING INFORMATION ABOUT TEACHING MATERIALS
AND WE HAVE SENT A PRELIMINARY SHIPMENT OF BOOKS AND

USIS CATALOGS. WE WILL BE PLACING AN ORDER FOR MORE MATERIALS SHORTLY.

-- HANGCHOW UNIVERSITY. EARLIER IN THE YEAR, USLO PROVIDED ENGLISH-LANGUAGE TEACHING MATERIALS FOR USE IN ENGLISH CLASSES AND WE ARE FOLLOWING UP BY SENDING CATALOGS AND OTHER MATERIALS.

4. WE FEEL THAT WE HAVE MADE A SIGNIFICANT BREAK-THROUGH IN PROVIDING THESE TEACHING MATERIALS AND WE EXPECT A SIGNIFICANT EXPANSION IN THE NEXT TWELVE MONTHS. USIS CATALOGS ARE CIRCULATING AMONG FOREIGN ENGLISH LANGUAGE TEACHERS AND PRC OFFICIALS, AND UNSOLICITED ORDERS ARE BEING PLACED WITH USLO. PRC OFFICIALS AND CHINESE STUDENTS ARE FULLY AWARE OF WHERE THE MATERIALS ORIGINATE. WE FEEL THAT THESE MATERIALS ARE HAVING A VERY POSITIVE IMPACT, HAVE IMPORTANT BENEFITS FOR CHINESE PERCEPTIONS OF THE UNITED STATES. THE PROGRAM ALSO PROVIDES USLO WITH UNIQUE ACCESS TO THE CHINESE ACADEMIC COMMUNITY. SINCE OUR TIES ARE STILL TENUOUS, WE STRONGLY RECOMMEND THAT USIA CONTINUE TO PROVIDE ENGLISH-LANGUAGE TEACHING MATERIALS FOR PRC INSTITUTIONS. GIVEN THE OBVIOUS LIMITATIONS ON INFORMATIONAL ACTIVITIES IN THE PRC, WE FEEL THAT THIS IS THE MOST EFFECTIVE WAY OF REACHING LARGE NUMBERS OF CHINESE.

5. OUR CONTACTS AT PEKING EDUCATIONAL INSTITUTIONS MAY ALSO PAVE THE WAY FOR SHOWING FILMS AND VIDEOTAPE CASSETTES. WE HAVE ALREADY PROVIDED SEVERAL USIS FILMS (FROM HONG KONG) TO OUR CONTACT AT PEKING FOREIGN LANGUAGES INSTITUTE. FILMS HAVE NOT YET BEEN SHOWN SINCE THERE ARE APPARENTLY SCHEDULING PROBLEMS WITH THE CONFIDENTIAL

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INSTITUTE'S PROJECTOR. WE ARE EXPLORING THE POSSIBILITY OF LENDING ONE OF OUR VTR MACHINES SO SELECTED VIDEOTAPES CAN BE SHOWN IN THE CLASSROOM. IN ADDITION, WE ARE NOW PROVIDING VIDEOTAPES OF SIGNIFICANT ADMINISTRATION POLICY STATEMENTS TO THE MINISTRY OF FOREIGN AFFAIRS. TO DATE, WE HAVE SENT OVER VIDEOTAPES OF VICE PRESIDENT MONDALE'S "MEET THE PRESS" INTERVIEW, THE OCTOBER 31 "CONVERSATION WITH ZBIGNIEW BRZEZINSKI", BRZEZINSKI'S OCTOBER 30 "FACE THE NATION INTERVIEW", PRESIDENT CARTER'S NOVEMBER 2 ADDRESS TO ASIAN HEADS OF UN DELEGATIONS, AND SECRETARY VANCE'S NOVEMBER 2 NEWS CONFERENCE. US AFFAIRS DIVISIONS DEPUTY DIRECTOR LIEN CHENG-PAO HAS THANKED USLO OFFICER ON THREE OCCASIONS MND HAS EVEN WRITTEN A THANK YOU NOTE (COPIES POUCHED TO EA/PRCM AND IEA). LIEN INDICATED HE WANTED TO CONTINUE RECEIVING THE VIDEOTAPE CASSETTES.

6. FOLLOWING UP ON USIS HONG KONG'S EXCELLENT SUG-

GESTION (HONG KONG 14173) WE HAVE SUCCEEDED IN PLACING A LARGE DISPLAY OF MEDICAL BOOKS IN THE BOOK EXHIBIT WHICH WILL BE HELD IN CONJUNCTION WITH NEXT SPRING'S NATIONAL SCIENCE CONFERENCE. MR. TING PO, HEAD OF THE CHINA NATIONAL PUBLICATIONS IMPORT CORPORATION, ENTHUSIASTICALLY ENDORSED USLO'S PROPOSAL (PEKING 2859) AND SAID THAT THE EXHIBIT WOULD BE SHOWN IN MAJOR HRC CITIES FOR SIX MONTHS AFTER THE CONCLUSION OF THE CONFERENCE. BOOKS WERE PICKED UP BY THE CORPORATION ON DECEMBER 19. PLANS ARE ALSO PROCEEDING FOR THE DISPLAY OF AN EXHIBITION EDUCATIONAL EXHIBIT IN THE RESIDENCE DURING SUMMER 1978.

7. WE HAVE ALSO PRESENTED NUMEROUS USIA-PROVIDED CALENDARS (PEKING 2382, PEKING 2605, PEKING 2604) TO
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THE MINISTRY OF FOREIGN AFFAIRS, THE MINISTRY OF FOREIGN TRADE, PRC TRADING CORPORATIONS, ENGLISH-LANGUAGE TEACHING INSTITUTIONS, THE DIPLOMATIC SERVICES BUREAU, AND OTHER CHINESE CONTACTS WE HAVE ESTABLISHED. WE HAVE KEPT PRESENTATIONS TO THIRD COUNTRY DIPLOMATS TO A MINIMUM. WE CONTINUE TO FEEL THAT CALENDAR PRESENTATIONS ARE VERY WORTHWHILE AND SHOULD BE CONTINUED NEXT YEAR. CHINESE OFFICIALS ASKED OUR CHINESE STAFF ON SEVERAL OCCASIONS THIS FALL IF USLO WOULD BE PROVIDING CALENDARS. OUR STAFF REPORTS THAT THESE CALENDARS ARE POPULAR AND ARE BEING HUNG IN HOMES AND IN OFFICES.

8. USLO READING ROOM (PEKING 2090). WE ARE MOVING AHEAD WITH PLANS FOR ESTABLISHING A USLO READING ROOM FOR CHINESE, THIRD COUNTRY DIPLOMATS AND FOREIGN ENGLISH LANGUAGE TEACHERS IN THE PRC. WE HAVE REVIEWED THE BOOK LISTS PROVIDED BY USIS HONG KONG AND HAVE FORWARDED THEM TO IAE. WE HOPE TO BEGIN SETTING UP THE BOOK ROOM IN THE NEXT FEW MONTHS.

9. IN SHORT, THERE IS A TREMENDOUS LACK OF INFORMATION IN THE PRC ABOUT THE OUTSIDE WORLD IN GENERAL AND THE UNITED STATES IN PARTICULAR. USIA-PROVIDED MATERIALS -- ENGLISH LANGUAGE TEACHING MATERIALS, VIDEOTAPES, FILMS, CALENDARS, POSTERS, MAPS, AND OTHER REFERENCE MATERIALS -- HAVE BEEN MOST ENTHUSIASTICALLY RECEIVED. WE THEREFORE STRONGLY RECOMMEND THAT A SIGNIFICANT FINANCIAL COMMITMENT BE MADE TO OUR EXPANDING PROGRAM WHICH IS ALREADY BEGINNING TO PAY DIVIDENDS IN TERMS OF THE CHINESE PERCEPTION OF THE UNITED STATES AND GREATER USLO CONTACT WITH CHINESE ACADEMIC LIFE.
WOODCOCK
UNQUOTE VANCE

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